

Bo Muller-Moore <bo@eatmorekale.com>

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## Eat More Kale customer

1 message

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Ken Canning <kenn.canning@gmail.com>

Mon, Aug 20, 2012 at 11:16 AM

To: BO@eatmorekale.com

Hi Bo,

Good luck in your fight with the USPTO! It is unbelievable that they think that there even the remote possibility of any confusion between a tee shirt artist's apparel product and a fast food chain restaurant food product. One you wear, one you eat. Nobody is going to eat a tee shirt, and nobody is going to wear chicken patties on their body. Simple - no confusion whatsoever! One uses proper grammar and normal spelling of the English language, the other utilizes a bastardized version of our noble language and they should be the ones answering to a cease and desist order for the dumbing down of the American people!

There is a difference between being right and being right. Chick-fil-a may be taking the right legal steps to perpetrate their attack on you, but it is not right conduct or right action or the right thing to do. They clearly cannot be afraid that the sale of your tee shirts is going to impact their sales in any way. Hopefully what is now clear is that their unholy fight against you is costing them money, and the sooner they let this go their finances will improve - a win-win situation.

I am confident that right will prevail over wrong - stay strong!

Ken Canning  
Burlington, VT

Bo Muller-Moore <bo@eatmorekale.com>

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**Concerning any confusion between your product and the products made and sold by Chick-fil-A.**

1 message

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Vaughn Mollenauer <vaughn321@gmail.com>

Mon, Aug 20, 2012 at 10:01 AM

To: Bo Muller-Moore <bo@eatmorekale.com>

Dear Bo:

I can't think of any reason anyone would confuse your products and offerings (slogan) with those of Chick-fil-A. Clearly, Chick-fil-A is in the food selling business and you are not. I happen to live in the state of Georgia. As one can guess, the people here are pretty sensitive about the "sanctity" of this fast-food chain (e.g. the recent remarks from Dan Cathy about Gay marriage and all the subsequent protests and counter protests). Even here, during this controversial time frame, when I wore my "Eat More Kale" t-shirt, the most common effect it had (and continues to have in Georgia) is to solicit smiles from people. No person was or has ever been puzzled into thinking my shirt was created or sponsored by Chick-fil-A. A few people have asked me what kale is and if I really like to eat it.

I think that sums it up from my standpoint. Good luck to you Bo.

Sincerely,

Vaughn Mollenauer  
1240 Rosewood Drive  
Alpharetta, GA 30005





Bo Muller-Moore <bo@eatmorekale.com>

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## NO CONFUSION!

1 message

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Lee Thrash <teel2624@yahoo.com>

Mon, Aug 20, 2012 at 10:48 AM

Reply-To: Lee Thrash <teel2624@yahoo.com>

To: "BO@eatmorekale.com" <BO@eatmorekale.com>

I must say that I am disappointed in my country's Trademark office.

By denying the business EAT MORE KALE a trademark for their products because you have deemed the phrase too close to another trademarked phrase (namely that of Chick-Fil-A), you are saying that those of us who live in America are idiots. You have essentially proclaimed that we cannot read and recognize the difference between products and companies.

I am here to tell you that we can.

In fact, not only can we tell the difference between these products and companies, we can say "Eat More" anything we want. Chick-Fil-A did not corner the market on this phrase. Nor were they the first to coin this phrase and introduce it to the American lexicon. People have been saying that since language developed. By preventing ANYONE from using the combination of these words to create a product - and sell it - is asinine.

Beyond the initial fact that the general public is intelligent enough to realize that EAT MORE KALE products are separate from Chick-Fil-A products, it is also clear that Mr. Muller-Moore was not trying to "rip off" Chick-Fil-A by creating his products since he chose to spell the phrase correctly instead of the specific "Eat Mor" used by Chick-Fil-A.

I understand and respect that rules were enacted by the USPTO originally to protect successful businesses from others trying to misrepresent themselves to the public and capitalize on the original company's reputation. I fully support this practice and believe that there have been many instances where you succeeded and strengthened our country's businesses.

However, I believe that in this instance, you are allowing the letter of the law to precede common sense. The basis for your argument that "EAT MORE KALE" is too close to "Eat Mor Chikin" and would, therefore, create confusion between the businesses for the general public is baseless.

I - and I am sure many other citizens of this country - urge you to reconsider the validity of your claim and grant EAT MORE KALE the requested trademark for its products.

Thank you for your consideration,  
Ms. Lee Thrash  
Birmingham, AL

Bo Muller-Moore <bo@eatmorekale.com>

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**Concerning any confusion between your product and the products made and sold by Chick-fil-A.**

1 message

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Vaughn Mollenauer <vaughn321@gmail.com>

Mon, Aug 20, 2012 at 10:01 AM

To: Bo Muller-Moore <bo@eatmorekale.com>

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I think that sums it up from my standpoint. Good luck to you Bo.

Sincerely,

Vaughn Mollenauer  
1240 Rosewood Drive  
Alpharetta, GA 30005

Bo Muller-Moore <bo@eatmorekale.com>

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**kale isn't chikin!**

1 message

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topcat420@me.com <topcat420@me.com>

Mon, Aug 20, 2012 at 9:36 AM

To: BO@eatmorekale.com

Lets see...does it cluck, nope; lay eggs, nope; have feathers, nope; a beak, nope...

So I guess I am confused...as to how one could make a claim that kale could be mistaken for a chicken.

I'm not sure if my opinion, albeit minuscule, counts for anything, but if it does, I wanted to share my opinion with you.

Regards,

Tom



Bo Muller-Moore <bo@eatmorekale.com>

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## Eat more ?

1 message

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janetgottlieb@att.net <janetgottlieb@att.net>  
To: BO@eatmorekale.com

Mon, Aug 20, 2012 at 8:10 AM

Since I was a child, I've been directed to "Eat more \_\_\_\_", first by my parents and, as an adult, by advertisers. I listen carefully, and I would venture to say, almost all consumers are quite vigilant as to the subject of the consumption injunction, and certainly know the difference between chicken and kale. If the dispute were about another chicken vendor utilizing a similar slogan with a similar cartoon (really the heart of the chicken company's "eat more" slogan) I would understand this, but do you really believe someone is going to mistakenly buy a t-shirt which promotes a vegetable when what they want is a chicken meal? The burden should be on the vendor claiming confusion.

Bo Muller-Moore <bo@eatmorekale.com>

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## Confused??! NOT!

1 message

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Kim Cooper-Simpson <1fl.naturegirl@gmail.com>  
To: BO@eatmorekale.com

Mon, Aug 20, 2012 at 5:10 AM

Dear Bo,

Having followed your plight I am writing to assure you & anyone else that in no way, shape or form do I confused your T-shirts with the products sold as chicken by Chik-fil-A. It's is appalling that a mega- corporation can have rights to a slogan (or a part of one) such as Eat More Kale. These monstrous entities do not own the English language and have no right to disrupt, or challenge another because of a similar phrasing of words.

May I also say that due to your T-shirts we tried Kale and have added it to our diet. Chock full of goodness and so many ways to enjoy, we're hooked for life!

Personally, I much prefer your slogan, as it is proper English over that of Chik-fil-A's and because you encourage people to eat healthier, natural produce whereas Chik-fil-A's products are full of things which I wouldn't allow past my lips.

To whom it may concern, I'm not confused, are you?

Freedom of speech means the right to use language for the exact intent of relaying a message. Eat More Kale is just as it states, no chicken need apply.

With kind regards,

Kim Simpson.

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The first peace, which is the most important, is that which comes within the souls of people when they realize their relationship, their oneness with the universe and all its powers, and when they realize that at the center of the universe dwells the Great Spirit, and that this center is really everywhere, it is within each of us.

~Black Elk, Oglala Sioux



**Bo Muller-Moore** <bo@eatmorekale.com>

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**USPTO Rebuttal**

1 message

**Marian Nanney** <m\_nanney@msn.com>

Mon, Aug 20, 2012 at 7:16 AM

To: bo@eatmorekale.com

From: Marian L. Nanney

To: Caryn Glasser, U.S. Patent and Trademark Office

RE: Non-final Refusal to Register Eat More Kale

Dear Ms. Glasser:

I grew up in Norfolk, Virginia and have lived in Columbia, South Carolina since 1998. Having lived in the South for most of my life, I'm very familiar with Chik-Fil-A's menu. As such, I can attest that there is virtually NO chance of Chik-Fil-A's client base being confused by a t-shirt that says "Eat More Kale." For starters, Chik-Fil-A hardly has any vegetables on its menu (unless fried potatoes count). It's a fast-food chain, and its top sellers (based on direct observation at various locations) are the basic chicken filet sandwich and the waffle fries. By and large, those who frequent Chik-Fil-A are not enthusiastic vegetable eaters and would not easily be persuaded to eat kale instead of chicken.

Another reason why confusion is unlikely to occur is the simple fact that, whereas Chik-Fil-A is a restaurant chain which operates mainly in the South, Mr. Muller-Moore's t-shirt business is based in Vermont and, as a sole proprietorship, depends heavily on online sales. The geographical overlap between the client base of these two businesses is minimal. Were that to change, the likely reason would be expansion of Chik-Fil-A into the Northeast and other regions of the U.S. where, again, Chik-Fil-A customers would not likely be persuaded to forego a chicken filet sandwich in favor of a kale dish.

Finally, having made purchases from both businesses myself through the years, I have very different impressions of both companies. The "Eat More Kale" brand, for myself and for many of their customers, stands for support of local farmers (where the t-shirt slogan originated) and fresh produce. Chik-Fil-A, for supporters and dissenters, represents neither. The only reasonable conclusion that can be drawn here is that Chik-Fil-A has made a frivolous case against Mr. Muller-Moore, based on the false notion that Chik-Fil-A owns the phrase "Eat More \_\_\_\_\_." As a concerned citizen who supports free enterprise, I urge the USPTO to reconsider its decision in favor of Chik-Fil-A and against Mr. Muller-Moore.

Sincerely,

Marian L. Nanney

Bo Muller-Moore &lt;bo@eatmorekale.com&gt;

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**Kale vs. chicken**

1 message

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**Julia Alexander** <juliamalexander@gmail.com>

Mon, Aug 20, 2012 at 1:05 AM

To: BO@eatmorekale.com

Dear Bo,

Until I heard that Chik-fil-A was suing you over the apparent confusion between your Eat More Kale stickers and shirts, I never thought of you and them at the same time. Any associations I have between your products and theirs are due to knowing that they believe people will be confused and think... what? That kale and chicken are the same thing? To my knowledge, Chik-fil-A doesn't serve kale. I don't associate them with the vegetable.

I admit that I've eaten more kale since getting an "Eat More Kale" sticker, but honestly, it hasn't changed how often I eat fast food of any kind. The "Eat More Kale" stickers I see might be a threat to the collard and mustard green farmers, since I tend to get kale when I'm planning on having greens with dinner. They might be a threat to the frozen peas industry, because I've been known to get kale to go with a meal instead of frozen peas. But, at least in my house, if we're in the mood for fried chicken, we aren't going to get kale (sorry!). Okay, so we might even get (or make) kale chips instead of getting potato chips. But for the most part, we eat kale when we want nutritious food, and we eat fried chicken when we want... less nutritious food.

Good luck with this. I enjoy your stickers and t-shirts, and I hope you'll be able to sell them for a long time to come.

Sincerely,

Julia Alexander

**Bo Muller-Moore** <bo@eatmorekale.com>

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## why I bought your t-shirt

1 message

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**Angela Gustafson** <angela.gustafson@gmail.com>

Sun, Aug 19, 2012 at 10:07 PM

To: BO@eatmorekale.com

To Whom It May Concern:

I love kale. REALLY love kale. I bought a t-shirt that says "Eat More Kale" because I want everyone to know I love it so much and I think everyone else should eat it more. It is so packed with fantastic vitamins and so very very tasty. I actually prefer it to lettuce. You can eat it raw, on tacos, in salad, but my favorite is stir fried or baked kale chips or in peanut sauce.

I don't live anywhere near a chick-fil-A and I didn't know they even made t-shirts. When I saw an Eat More Kale t-shirt online I bought it because I fully believe in its literal message.

Angie Gustafson



Bo Muller-Moore <bo@eatmorekale.com>

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**Re: No confusion, it's not even possible**

1 message

George Abetti <george@geobarns.com>

Sun, Aug 19, 2012 at 10:01 PM

To: Susanne Abetti <susanne.abetti@yahoo.com>

Cc: "Bo@eatmorekale.com" <Bo@eatmorekale.com>

you are even more awesome than the first edition..... :-\*

george

On 8/19/2012 9:47 PM, Susanne Abetti wrote:

Dear Bo,

I am a kale lover, so I am all on board with the "Eat more kale" idea.

Now as for confusion with "Eat mor' chikin"--that's an insult to any thinking person's intelligence. And especially to a chicken: I think if you showed a chicken a bunch of kale, he wouldn't mistake it for a fellow breathing, thinking being such as himself.

Yes, thinking and feeling. Because chickens are wonderful, fun, social creatures who have some form of thinking, show feelings and emotions, in addition to all the other things they do like prancing around looking for food and then going into a coop to rest and have protection from predators.

Now the chickens at Chick Fil-A are probably not the kind who get too much time to think--raised under factory conditions, unbelievable stress, basically in concentration camps for the sole purpose of killing them asap. So if I were a chicken in a Chick Fil-A sponsored concentration camp, I *might* be confused because I wouldn't be able to think very straight. But chances are, even a Chick Fil-A chicken would most likely see the difference and would also quite likely be on board with the Eat more kale thing, because that means he and his friends would clearly have a better chance at life if people would eat more kale. It's pure chicken logic.

But for me? I'm not a chicken. And I consider myself to be logical. So let's stop fooling around: kale is not chicken. This is obvious to absolutely everyone--even a chicken. Never, ever, could I look at a Chick Fil-A "Eat Mor' Chikin" slogan and think of kale. I'd just be itching to fix the bad spelling!

All kidding aside, this lawsuit has nothing to do with an original possible motive of protecting consumers. It IS all about big corporations (sometimes referred to as corporate bullies in cases such as this one) running over the little guys representing original ideas, free enterprise, and, let's not forget, jobs. JOBS. Bo is not only creating

his own job, but he is adding to jobs by buying those T-shirts and stickers for resale. Does Chick Fil-A really think another person out of work is a good idea? Come on. This enterprise is so small and we are so proud of him here in Vermont that Chick Fil-A should just leave him alone and let him get on with his life and business.

I would hope that Chick Fil-A would come to their senses and drop this absolutely ridiculous lawsuit against a tiny businessman making a lot of people happy with his green stickers and handmade T-shirts.

Perhaps Chick Fil-A could put their money into creating a better life for the millions of unhappy chickens bred in the most unhealthy and unnatural manner in confined factory conditions? I'd rather be a bunch of kale any day.

Absolutely no confusion here.

Respectfully submitted.

Susanne Abetti



Bo Muller-Moore <bo@eatmorekale.com>

## cheers to you, Bo.

1 message

Evan A Girard <eac76@wildcats.unh.edu>

Sun, Aug 19, 2012 at 9:27 PM

To: "BO@eatmorekale.com" <BO@eatmorekale.com>

Cc: "getrealunh@gmail.com" <getrealunh@gmail.com>, "slowfoodunh@gmail.com" <slowfoodunh@gmail.com>

Dear Mrs. Glasser,

Kale vs. Chicken.

There are two points that I'd like to make very clear, and although what I'm going to say is already very clear to consumers (a Gallup poll could confirm this), it isn't very clear to you that consumers are not confused.

**Vegetables won't ever be confused with meat** unless you're talking about Black Bean Burgers or something alike. Maybe somebody would think the firm meant to write Black Angus Burgers?

Kale is one of the most nutritious vegetables in existence, and there happens to be somebody who believes that people should eat more of it. The most unhealthy population in the world may not be a bad place to start advocating for greater consumption of kale. Are Chick-fil-a feeling threatened? Really? Your office facilitates movement toward more perfect competition, don't you?

Seems okay for somebody to utilize their creative marketing prowess, which doesn't require an exorbitant marketing and advertising budget the way people may think in today's competitive markets. Yes, markets, not market. **Chick-fil-a is competing in an absolute different market than Eat More Kale.** Food retail vs. online clothing retail. Eat More Kale merchandise are not sold in stores, cannot be seen from the street or the airport, it is sold on-line from a website, which can be viewed by the global population.

You are somebody who could relieve a small businessman of serious stress and financial conflict if you simply awarded EatMoreKale a trademark. He is certainly a tradesman and doesn't deserve to have his good intentions undermined by some selfish and greedy corporation.

I believe this will go all the way to the Supreme Court, unless the Courts side with Eat More Kale. If they don't, and Bo Muller-Moore attains the finances that will enable him to do so, we will see an exorbitant amount of money, time, and energy spent on something that you and the USPTO office could prevent.

Kale vs. Chicken.

The colors Green vs White. Or, should the order be reversed? The analogy that I'm drawing is that Bo Muller-Moore is waving a huge white flag of peace, while Chick-fil-a is waving their symbol of corporate monstrosity, money.

Sincerely,

Evan Girard  
student

"It is not that it is it, and you are you. It is that you are a part of it."



Bo Muller-Moore <bo@eatmorekale.com>

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**Eat More Kale / Chick-Fil-A Trademark / Caryn Glasser**

1 message

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Scott Swenka <scott.swenka@gmail.com>  
To: Bo Muller-Moore <bo@eatmorekale.com>

Sun, Aug 19, 2012 at 9:17 PM

Tried to send this to the email address in your FB post, but it failed and got rejected.

August 19, 2012

Caryn Glasser  
USPTO

Re: Eat More Kale / Chick-Fil-A Trademark / Caryn Glasser

Ms. Glasser ;

I write this letter IN SUPPORT of the EAT MORE KALE plight. It is my understanding that you are stating that Bo Mueller-Moore is in the SAME line of business as Chick-Fil-A is. From where I am standing and point of view, Mr. Moore is in the line of business of creating hand made small quantity T-shirts that support eating healthy and local farmers, and Chick-Fil-A is in the line of business of selling fast food, namely Chicken sandwiches.

Honestly, I really fail to see the comparison here, and anyone with any level of intelligence could never cross the two lines up with each other.

They both have different slogans - Mr. Moore's is "Eat More Kale", and Chick-Fil-A, is "Eat Mor Chikin". Mr Moores is spelled correctly, and Chick-Fil-A's is not (at least using that of any normal form of the English language, I am aware that Chick-Fil-A sells T-Shirts but each of those use the "Eat Mor Chikin" spelling, or some other slogan not even close to that of Mr. Moore's an are mass produced by the thousands for the Chick-Fil-A companies.

I have never confused Mr. Moore's operations with Chick-Fil-A's. If I want a chicken sandwich I goto CFA, and if I want a unique T-Shirt then I surely would not look to a fast food place and would choose a company or line from someone like Mr. Moore.

I hope that this letter clears up what is believed to be a confusion between the two organizations.

Regards;

--  
Scott Swenka, B.S, M.S, BVA, NOMAN, NSA IAM/IEM  
American Desert Foundation - Chairman of the Board of Directors

CORVA - Supporting Member  
R&R Duners Member  
Good Sam Club Lifetime Member  
NRA Lifetime Member

Bo Muller-Moore <bo@eatmorekale.com>

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## **eat more kale is not the same as Chick-Fil-A**

1 message

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pete23@gmail.com <pete23@gmail.com>

Sun, Aug 19, 2012 at 8:47 PM

To: BO@eatmorekale.com

To whom it may concern,

I am writing in regard to the ridiculous pending case, where you are trying to shut down the Eat More Kale, T-shirt guy, because you think he is infringing on your chicken business, or that you are saying you are in the same business.

One thing has nothing to do with another. I go to your restaurant to get a tasty meal, a snack, something to eat. I have the juices flowing in my mouth, just writing this... it's an immediate visceral connection between, Chick-Fil-A, and being fed. This is what you want, right?

I bought an Eat More Kale T-shirt a few years back. I see this as more of a statement. There's no immediate salivation happening, as i write this.

I have 2 different kinds of kale in the fridge, waiting for me to cook up. they've both been sitting there for over a week.

I would have to cook up the kale. I would have to actually think about what it is I am going to cook it with, and in that time period, I will probably get tired and more hungry, and might end up going to your restaurant.

I'm not gonna get in to why one might be healthier than the other, or what kind of right wing conservative puts his politics in his food.

You make a tasty meal. I have the right to eat your chicken, as much as i do, wearing this guys T-shirt. You have shown yourselves to be bullies with this Kale T-shirt thing. I should in my right mind, boycott your restaurant. But there's more important things to do with my life, and your food is tasty..

If you proceed against t-shirt guy, I might rethink that. So, don't be jackasses. Because in the end, if you really are good Christians, this is one of those stupid little things that god notices, when he's judging you for the bigger stupid things you've also been doing.

Love

Peter

p.s.- Don't spit in my food for saying this



Bo Muller-Moore <bo@eatmorekale.com>

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## Hello from a doddering senior citizen

1 message

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CATHLEEN HOWARD <cactuscathy@msn.com>

Sun, Aug 19, 2012 at 8:38 PM

To: "BO@eatmorekale.com" <BO@eatmorekale.com>

I am 71 and quite often I feel that I don't clearly understand this new world of Personhood for Corporations and the sound of doors being shut in the faces of local entrepreneurs.

BUT, there are a few facts that my aging brain can still grasp:

1. Chicken is poultry and kale is a delicious and healthy green vegetable. If I live to 105, I'm sure my taste buds will NEVER confuse the two.
2. Fast food restaurants, for example Chick-Fil-A, cook and serve, well, fast food. I would never go into a Chick-Fil-A and say: No food, please, but can you print a t-shirt for me please?
3. Conversely, I would NEVER walk into a t-shirt shop and ask for an order of chicken and fries to go.

I am perplexed, however, that a huge Corporation would hold the American public, most of whom are much younger and more astute than I, in such low esteem that they could confuse a bird and a vegetable. Or a restaurant with a t-shirt printer.

In fact, I put these questions to my 9 grandchildren of varying ages, and unanimously they declared: Of course, Grandma, we know chicken is chicken and kale is kale. Who doesn't?

From the mouths of babes.....

Cathleen Howard. Goochland, Virginia. cactuscathy@msn..com  
Sent from my iPad

Bo Muller-Moore <bo@eatmorekale.com>

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**Fwd: howdy**

1 message

Bo Muller-Moore <bo@eatmorekale.com>  
To: Bo Muller-Moore <bo@eatmorekale.com>

Sun, Aug 19, 2012 at 7:48 PM

need to mail her stickers. if this email is still here, i'll do it on friday. :) kim

----- Forwarded message -----

From: Siede Star < >  
Date: Sat, Aug 18, 2012 at 1:32 AM  
Subject: Re: howdy  
To: Bo Muller-Moore < >

sure, thanks. Erica Svendsen 249 A Observatory  
Avenue Ukiah, Ca. 95482

From: Bo Muller-Moore < >  
To: Siede Star < >  
Sent: Friday, August 17, 2012 8:59 AM  
Subject: Re: howdy

Sorry I haven't gotten back sooner. That just proves how busy I am in my studio. I haven't been on the road for a couple of summers and won't be for the foreseeable future. So while your offers are very cool, I'm not going anywhere.

Thank you for asking, and can I send you some free stickers? Send me your address.  
:) Bo

On Tue, Aug 7, 2012 at 12:53 PM, Siede Star < > wrote:

there is a kinetic carnivale in Willits california I  
could get you a vendor spot in. Here is the  
description; Sparks (and a heady load of steam) are sure to be emanating from the heart of

Bo Muller-Moore <bo@eatmorekale.com>

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**I am not confused**

1 message

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**Beth Goldstone** <bgoldstone@urgrad.rochester.edu>

Sun, Aug 19, 2012 at 7:47 PM

To: BO@eatmorekale.com

To Whom it May Concern,

I have never been confused by the two rather different companies, one that sell t-shirts, and an other that sells chicken sandwiches. I saw shirts with the imprint "Eat More Kale" on them 10 years ago while living in Rochester, New York. The connection between these shirts, and the fast food chain Chik-Fil-A has never been apparent to me, despite seeing many advertisements for the large corporation. When I needed a new quirky t-shirt, I googled Eat More Kale..and BO's t-shirt website came up. If I was in the mood for fast food chicken, I would have driven to a Chik-Fil-A...no confusion there. Thanks for listening.

Sincerely,  
Beth Goldstone



Bo Muller-Moore <bo@eatmorekale.com>

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**My statement for rebuttal to USPTO of Chick-Fil-A cease and desist case  
against Eat More Kale**

1 message

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**Mari Cordes** <mcordes@upvaft.org>  
To: Bo Muller-Moore <bo@eatmorekale.com>

Sun, Aug 19, 2012 at 7:05 PM

To the USPTO:

I have never been and will never be confused, nor have I ever heard of anyone stating that they were confused, between "Eat More Kale" and "Eat Mor Chikin".

To attempt to make any legal case on such a supposition would be an insult to most people, if it weren't so ridiculous that it makes Chick-Fil-A look like the ignorant bully that they are.

Mari Cordes, RN

President

**Vermont Federation of Nurses and Health Professionals**

Local 5221

**VP United Professions - Healthcare**

308 Pine St.

Burlington, VT 05401

- office

- cell

Click [here](#) to like VFNHP

Bo Muller-Moore <bo@eatmorekale.com>

## Support for Eat More Kale!

1 message

**Betsy Ballard** <joyfulspirit2007@yahoo.com>

Sun, Aug 19, 2012 at 7:02 PM

Reply-To: Betsy Ballard <joyfulspirit2007@yahoo.com>

To: "BO@eatmorekale.com" <BO@eatmorekale.com>

Dear Bo,

I am horrified to learn that Chick-Fil-A is being allowed to pursue a Cease and Desist case against you! This country should be supporting small business and you should be awarded a trade mark. There is not an educated person in this country that would be stupid enough to confuse Eat More Kale with Each More Chikin! If we are talking about uneducated individuals who have been living under rocks then we are talking about a different story. Kale is an earthy vegetable that is healthy, beautiful, and good for you. Meanwhile, Chick-Fil-A's meals are laden with chemicals, hormones, and fat. Hmmmm....and the similarities are where? I can't imagine how Caryn Glasser can begin to say that you are in the same business. Does she know the difference? Has she ever tried kale? Can you even imagine a fast food giant even serving kale anyway? I wonder how suddenly people are going to confuse the two. It is ridiculous that you can't be issued a patent! I hope that people rise up and that Ms. Glasser is able to see the reality of her ruling. Is she getting a kick back from Chick-fil-A? It really is such an inane argument and she should be embarrassed to not rule in your favor. No the trade mark office is not protecting the consumer. Not in any way, shape or form! They are allowing big corporations to kill the small business owner rather than supporting them and encouraging original ideas. In the end, I truly hope that the ruling is in your favor and that Ms. Glasser does not support big money. She would be sending a clear message to all the little guys out there who have a dream.

Sincerely,  
Betsy Ballard  
Kennett Square, PA